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ABSTRACT OF THE INVENTION

The present invention is a method and apparatus for matching pets, particularly dogs and cats, with an appropriate product by a pet owner. A breed code is assigned to each breed of pet based on predetermined criteria. Pet products and supplies are classified based on the suitability of the product for pets of various breed codes. The breed codes assigned to each breed and breed codes assigned to each product are published and made available to the consumer so that a pet owner may make an informed decision in purchasing a product for a pet.

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